

**BY ORDER OF THE COMMANDER  
AIR FORCE RESERVE COMMAND**



**AIR FORCE INSTRUCTION 35-101**

**AIR FORCE RESERVE COMMAND  
Supplement 1**

**30 OCTOBER 2002**

**Public Affairs**

**PUBLIC AFFAIRS POLICIES  
AND PROCEDURES**

**COMPLIANCE WITH THIS PUBLICATION IS MANDATORY**

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(MSgt Tommie W. Baker)  
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The OPR for this supplement is HQ AFRC/PAX (MSgt Tommie W. Baker). This supplement implements and extends the guidance of Air Force Instruction (AFI) 35-101, 26 July 2001. The AFI is published word-for-word without editorial review. Air Force Reserve Command supplementary material is indicated in “(AFRC)” in boldface type. This supplement describes Air Force Reserve Command procedures to be used in conjunction with the basic instruction. Upon receipt of this integrated supplement, discard the Air Force basic.

***SUMMARY OF REVISIONS***

**This document is substantially revised and must be completely reviewed.**

5.11.5.4. (Added) AFRC newspapers state their Air Force Reserve Command affiliation in the masthead. (Do not abbreviate.)

5.21.8. AFRC newspapers are provided for each reservist. In addition, AFRC units publishing newspapers send:

5.21.8.1. (Added) Four copies to HQ AFRC/PAN, 255 RICHARD RAY BLVD, STE 137, ROBINS AFB GA 31098-1637.

5.21.8.2. (Added) One copy to HQ USAF/REI, 1150 AIR FORCE PENTAGON, WASHINGTON DC 20330-1150.

5.21.8.3. (Added) One copy to OSAF/PAV. 1690 AIR FORCE PENTAGON, WASHINGTON DC 20330-1690.

5.21.8.4. (Added) Two copies to the EDITORS COURSE, DIRECTORATE OF TRAINING, DEFENSE INFORMATION SCHOOL, 6500 MAPES RD, FT MEADE MD 20755-5620

5.21.8.5. (Added) One copy to each AFRC wing public affairs office.

5.21.8.6. (Added) One copy to the gaining MAJCOM/PAI.

5.21.8.7. (Added) At least one copy to respective Congress member(s) and Senator at their Washington D.C. and state offices.

5.23. AFRC unit public affairs offices send reports to reach AFRC/PAN not later than 15 January of each year.

5.34.6. Unit Public Affairs offices submit biographies on general officers and commanders of major flying wings and groups (for example, fighter group, airlift group, air refueling group) to HQ AFRC/PAN within 30 days of promotion or assumption of command.

5.34.6.2. (Added) New biographies on commanders of major flying wings and groups will follow format for general officer biographies.

5.34.6.3. (Added) Mobilization assistants will send to HQ ARPC/PA, 6760 E. Irvington Pl., #5400, Denver, CO 80280-5400.

5.34.6.4. (Added) The Chief, Deputy to the Chief and Mobilization Assistant to the Chief of Air Force Reserve will send to HQ USAF/REL, 1150 Air Force Pentagon, Washington, DC 20330-1150.

5.38. HQ AFRC/PAN reviews AFRC Fact Sheets annually and publishes them on a recurring basis.

5.38.1.1. (Added) Unit Public Affairs offices publish a unit fact sheet on a recurring basis. Include a unit mission statement, list of assigned organizations, economic impact statement, past unit highlights, chronological history, and unit awards in the fact sheet.

13.2.1. AFRC judges “host” and “tenant” wings versus “large” and “small” wings in both the PA Director Excellence Award and the Community Relations Award. However, only one winner is forwarded to Air Force level in the “small” wing category, since none of our wings meet the population criteria at Air Force level to be a large wing and only one nomination is forwarded to Air Force level in the Community Relations category.

13.4.2.1. ARTs compete as military members in the appropriate officer or enlisted category.

18.4.5.8. (Added) HQ AFRC/PA will:

18.4.5.8.1. (Added) Serve as the co-chair on the HQ AFRC annual, multidisciplinary review board for AFRC public web sites. AFRC/SC will serve as the other co-chair.

18.4.5.8.2. (Added) The multidisciplinary review board for HQ AFRC should consist of representatives from the following functional areas: public affairs, communications and information, legal, contracting, operations, intelligence and others as appropriate.

18.4.5.8.3. (Added) Ensure all changes and newly created public web pages are reviewed prior to posting to public Web sites.

18.4.5.8.4. (Added) Ensure directors validate public Web content pertaining to their functional areas prior to information being posted to public Web sites.

18.4.6. Wing-level and Numbered Air Force equivalent commanders will:

18.4.6.5. Ensure public affairs officers are included in annual, multidisciplinary review of all subordinate public web sites.

18.4.6.5.1. (Added) In addition to public affairs, the following functional areas should also be included in any annual review of public web sites: communications and information, legal, contracting, operations, intelligence and others as appropriate.

18.4.6.5.2. (Added) Ensure all changes and newly created public web pages are reviewed by PA prior to being posted to public Web sites.

18.4.6.5.3. (Added) Validate all information contained in public Web sites prior to information being posted to public Web sites.

18.5.1.1. (Added) Web sites in AFRC also exist to contribute to reservists' morale and readiness. Because the bulk of AFRC personnel serve their units part-time, utilizing public Web sites to inform traditional and other part-time reservists should be considered in addition to AFRC's public communications program.

18.5.3.1.1. (Added) While public Web sites posted by AFRC and its subordinate units can be an effective way to convey information to reservists, the information must not compromise national security or the safety and privacy of military personnel. Information posted on AFRC public Web sites, directed at part-time Air Force reservists, is subject to the same security and policy review standards as all other public information.

18.5.6. (Added) Air Reserve Personnel Center. Because of the special needs of ARPC, information may be posted on public Web sites protected by a username and password so that information specific to individual mobilization augmentees can be accessed remotely. The type of information and level of protection will be determined by the Commander of ARPC, ARPC/PA and AFRC/PA on a case-by-case basis.

18.6.1. Because information on public Web sites is available to anyone with Internet access, careful consideration must be given to posting "in-house" information on AFRC public Web sites. Official AFRC and Air Force documents are rarely appropriate for public access pages on the Web.

18.6.1.10. (Added) Official AFRC information will not be hosted on a commercial or private Web site. Examples include, but are not limited to, information posted on a site hosted by a private Internet service provider.

18.7.2.1. (Added) Potentially sensitive information that applies only to reservists will not be posted on public Web pages. Examples include, but are not limited to, information on training requirements for skill levels, training requirements for flight currencies, lists of personnel, deployment or TDY dates and locations, and any other information which would indicate the level to which a unit is trained or relates directly to unit strength.

18.7.2.1.1. (Added) Flying Schedules. Flying schedules will not be posted on AFRC public Web sites.

18.7.2.1.2. (Added) Any detailed schedule of operations (including maintenance schedules) is also prohibited from AFRC public Web sites. However, posting templates to build schedules is permitted, so long as they contain no actual scheduling information.

18.7.2.1.3. (Added) Vacancy Listings. While it is appropriate for general information about job vacancies to be posted on AFRC public Web sites, detailed information regarding job vacancies is prohibited. Detailed information includes, but is not limited to, the numbers of vacancies in a given specialty, numbers of vacancies overall, language that indicates the need to fill such vacancies (words like "immediate" or "as soon as possible"), and any other information that could compromise existing OPSEC, national security or privacy prohibitions.

18.7.2.1.3.1. (Added) The level of description in any vacancy announcement can vary depending on the vacancy being announced. For example more detail could be included about a vacancy announcement for a public affairs job than an aircrew or maintenance position vacancy. Consult unit OPSEC/COMSEC managers for questions regarding the posting of appropriate information.

18.7.2.1.3.2. (Added) A point of contact and with phone number will be included on any public Web site listing job vacancies at AFRC units (e.g. the phone number for the unit recruiting office).

18.7.2.1.4. (Added) No job announcements should make it possible to identify new missions by identifying new personnel requirements.

18.7.2.1.5. (Added) UTA Schedules. While it is permissible for general UTA schedules to be posted to AFRC public Web sites, detailed information regarding UTA schedules is prohibited. Detailed information includes, but is not limited to, by-name listings of AF reservists needing specific training, the numbers of personnel needing specific training, lists of training requirements for a specific deployment, deployment times and locations, and any other information that could compromise existing OPSEC, national security or privacy prohibitions.

18.7.2.1.6. (Added) Official Messages. Official Air Force or DoD messages will not be posted verbatim to AFRC public Web sites. Instead, web managers will post re-written –or paraphrased -- portions of the messages that convey the meaning of the message. Carefully consider whether the information contained in the message should be posted to a public Web site, balancing the need to post official messages against operational security. Consult unit OPSEC/COMSEC managers for questions about posting information from official message traffic. Headers of official messages (especially AIG addresses) will never be posted on AFRC public Web sites.

18.7.2.1.7. (Added) Family Members of AF Reservists. Photos and names of family members will not be posted on AFRC public Web sites, including in senior leaders' biographies (for information on biographies see paragraph 5.34.). The mere mention of family members is also prohibited, for example; "Capt. Doe has a spouse and three children." Mere mention of family members constitutes an unnecessary risk because a last name could be used to find an address, phone number and other personal information.

18.7.2.1.8. (Added) Maps. Base maps will not be posted on AFRC public Web sites. Road maps already in the public domain, displaying information on how to drive to a base are permitted, provided the posting of such a map does not violate existing copyright laws.

18.7.2.1.9. (Added) Deployment Information. AFRC public Web sites will not contain detailed deployment information, including, but not limited to, specific numbers of personnel or aircraft deploying, dates, times, sortie numbers, specific mission details or any other information that would constitute a violation of OPSEC or national security will not be posted on public Web sites.

18.7.8. (Added) Sounds and Music. AFRC public Web sites may utilize sound files as long as this use enhances the public image of the Air Force and AFRC. Music can only be included if it is music recorded by an official Air Force band (e.g., The Band of the U.S. Air Force Reserve). Electronically produced music and sounds designed for use on Web sites and available for download are prohibited on AFRC public Web sites (e.g., an electronic version of the Air Force Song). Downloaded "wav" files are also prohibited (e.g., the sound of a jet engine when a unit's home page is opened). Unnecessary sounds and music

increase download times of Web sites and does not project a professional image to the public. Copyrighted or commercially produced music or sounds will never be included on AFRC public Web sites.

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Commander